

In the Claims

Please amend Claims 1- 17 and 19 - 21 as follows:

1. (Currently Amended) A business system, comprising:
 - a business organization;
 - a first Affinity partner having subscribers and having a customizable purchasing platform remote from the business organization;
 - a plurality of ~~e-tailers~~ affiliate organization providers remote from the first Affinity partner each enabled to identify a purchasing said subscriber, provide a good or a service for purchase to the subscriber, and provide residual ~~a royalty~~ to the business organization as a function of the subscriber purchases; ~~and~~
 - wherein the business organization is enabled to receive the residual ~~royalty~~ from one of the affiliate organization providers ~~the e-tailer~~ when the subscriber directly makes a purchase from the affiliate; ~~and e-tailer~~
 - further comprising a second Affinity partner having subscribers remote from the business organization that is electronically associated with and is a subset of the first Affinity partner, wherein the business organization is enabled to distribute a portion of the received residual to either or both of the first Affinity partner and the second Affinity partner.
2. (Currently Amended) The business system of claim 1 wherein the business organization is enabled to distribute a portion of the received residual ~~royalty~~ to the first Affinity partner and/or the second Affinity partner.

3. Cancelled

4. (Currently Amended) The business system of claim 1 ~~3~~ wherein the customizable purchasing platform is configured such that the subscriber of the second Affinity partner can access a web site associated with the customizable purchasing platform.

5. (Previously Amended) The business system of claim 4 wherein the web site is configured such that when the subscriber of the second Affinity partner accesses the web site associated with the customizable purchasing platform, the web site appears to be a web site of the first Affinity partner or the second Affinity partner.

6. (Currently Amended) The business system of claim 1 wherein the affiliate organization providers ~~e-tailers~~ are enabled to ship the purchased goods or services directly to the purchasing subscribers.

7. (Currently Amended) The business system of claim 1 wherein the customizable purchasing platform is enabled to electronically links the subscriber of the first Affinity partner to a web page of one of the affiliate organization providers by:

storing a web page template;

customizing the template to create a first Affinity partner or a second Affinity partner web page; and

displaying the first Affinity partner or the second Affinity partner web page to the subscriber when the subscriber accesses the purchasing platform.

8. (Currently Amended) The business system of claim 1 ~~3~~ wherein the subscriber is enabled to access an affiliate organization ~~e-tailer~~ web page via a click-through from a web page associated with the first Affinity partner or the second Affinity partner.

9. (Currently Amended) The business system of claim 1 wherein the business organization is enabled such that funds transferred from the subscriber to the ~~e-tailer~~ affiliate organization provider are not handled by the business organization.

10. (Currently Amended) The business system of claim 1 wherein the first Affinity partner is adapted to receive a stock option in the business organization as a function of a volume of subscribers purchases generated by the first Affinity partner ~~subscribers~~.

11. (Currently Amended) The business system of claim 1 ~~3~~ wherein the secondary Affinity partner is adapted to receive a stock option in the business organization as a function of a volume of subscribers ~~purchases~~ generated by the second Affinity partner ~~subscribers~~.

12. (Previously Amended) The business system of claim 10 wherein the first Affinity partner is adapted to receives a dividend as a function of the received stock options.

13. (Previously Amended) The business system of claim 11 wherein the secondary Affinity partner is adapted to receive a dividend as a function of the received stock options.

14. (Currently Amended) The business system of claim 1 ~~3~~ wherein a percentage of a residual income of the business organization is distributed to the first Affinity partner and secondary Affinity partners.

15. (Currently Amended) The business system of claim 1 wherein a portion of all the residuals ~~royalties~~ of the business organization are distributed to the first Affinity partner as a function of stock ownership in the business organization.

16. (Currently Amended) A method of building a ~~core~~ business organization on the internet, comprising:

enlisting a first Affinity partner having a plurality of subscribers to the ~~core~~ business organization;

enlisting at least some of the first Affinity partner subscribers to the ~~core~~ business organization; and

enlisting a plurality of affiliate organization providers ~~e-tailers~~ to the ~~core~~ business organization to offer a good or service for electronic purchase directly to the first Affinity partner subscribers without using the ~~core~~ business organization, the affiliate organization providers ~~e-tailers~~ distributing a residual to ~~royalty to~~ the ~~core~~ business organization as a function of the ~~electronic~~ purchase; and

enlisting a secondary Affinity partner to the business organization, the secondary Affinity partner being a subset of the first Affinity partner, the secondary Affinity partner having a plurality of subscribers being enabled to electronically purchase a good or service directly from the affiliate organization providers without using the business organization.

17. Canceled

18. Canceled

19. (Currently Amended) The method of claim 16 ~~17~~ further comprising providing a stock option of the ~~core~~ business organization to the first Affinity partner or the second Affinity

partner as a function of a volume of subscribers enlisted by the first Affinity partner or the second Affinity partner to the ~~core~~ business organization.

20. (Currently Amended) The method of claim 16 ~~17~~ further comprising providing a portion of the residuals ~~profits~~ of the ~~core~~ business organization to the first Affinity partner or the second Affinity partner ~~as a function of their ownership in the core business~~.

21. (Currently Amended) An electronic purchasing platform, comprising:

a ~~core~~ business organization;

means enabled to allow a subscriber[s] of a[n] first Affinity partner to electronically make a purchase directly from a plurality of affiliate organization providers e-tailers without using the ~~core~~ business organization;

means enabled to allow subscribers of a second Affinity partner being a subset of the first Affinity partner to purchase electronically from the plurality of affiliate organization providers;

means enabled to provide residuals ~~royalties~~ from the affiliate organization providers e-tailers to the ~~core~~ business organization as a function of the purchases; and

means enabled to allow the first or second Affinity partner to receive a portion of the residuals ~~royalties~~ from the ~~core~~ business organization as a function of completed said purchases.